



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/OT WASHINGTON, DC

SRH Media Inc.
2204 Countryside Drive
Silver Springs, MD 20905

Contract # 196877

Schedule Dates 09/26/12-09/30/12
Advertiser Sobhani for Senate (16132)
Agency SRH Media Inc. (3168)
Product Political-Political (1088)
Brand Sobhani 9/26-9/30 (71968)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Hazelton, Steve
Phone/Fax /
CPE SOBHANI/US SENATE MD/9/26-9/30
Account Types Local/Political Candidate Agency
Billing Type Standard
Comments

Date Entered 09/25/12
Last Modified 09/25/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,420.00
Net Total \$36,380.00
Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month	Spots	Rate
Sep. 2012	15	\$42,800.00
Grand Total:	15	\$42,800.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				1	1	1			3	\$1,600.00	\$4,800.00	WJLA Arlington (WJLA)		9/25/12
2.0	Normal Line / SPOT	09/26/12-09/28/12	3	:30	4:58P- NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/25/12
3.0	Normal Line / SPOT	09/26/12-09/27/12	3	:30	5:59P- NEWS-ABC 7 NEWS @ 6P				1	1				2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/25/12
4.0	Normal Line / SPOT	09/26/12-09/27/12	3	:30	5:58P- WHEEL OF FORTUNE				1	1				2	\$4,400.00	\$8,800.00	WJLA Arlington (WJLA)		9/25/12
5.0	Normal Line / SPOT	09/26/12-09/27/12	3	:30	7:27P- JEOPARDY				1	1				2	\$4,800.00	\$9,600.00	WJLA Arlington (WJLA)		9/25/12
6.0	Normal Line / SPOT	09/26/12-09/27/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P				1	1				2	\$3,200.00	\$6,400.00	WJLA Arlington (WJLA)		9/25/12
7.0	Normal Line / SPOT	09/30/12-09/30/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P							1		1	\$800.00	\$800.00	WJLA Arlington (WJLA)		9/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

We warrant that the information shown on this invoice was taken from the official program log. Terms & Conditions for ad sales and paid programming are reflected on our website at www.wjla.com and are incorporated by reference in their entirety.

Sobhani DC

196877

Date: 9/24/201

Client: Sobhani
Media: TV
Product: N/A
Primary Demo: Adults 35+

Flight Start Date: 9/26/2012
Flight End Date: 9/30/2012

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:
Fax:

Daypart	COST	Dur	Wed 9/26	Thu 9/27	Fri 9/28	Sat 9/29	Sun 9/30	Total Spots
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Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only

WJLA-TV

M-F 5a-6a	\$700.00	30	0	0	0	0	0	0
gm w								
M-F 6a-7a	\$1,400.00 ✓	30	0	0	0	0	0	0
gmw								
M-F 7a-9a	\$1,600.00 ✓	30	1	1	1	0	0	3
gma								
M-F 9a-10a	\$1,000.00 ✓	30	0	0	0	0	0	0
live with kelly								
M-F 10a-11a	\$800.00 ✓	30	0	0	0	0	0	0
rachael ray								
M-F 11a-12n	\$2,500.00 ✓	30	0	0	0	0	0	0
the view								
M-F 12n-12:30p	\$1,000.00	30	0	0	0	0	0	0
noon news								
M-F 12:30p-1p	\$800.00	30	0	0	0	0	0	0
millionaire								
M-F 3p-4p	\$1,600.00	30	0	0	0	0	0	0
anderson								
M-F 4p-5p	\$2,400.00	30	0	0	0	0	0	0
katie counic								
M-F 5p-6p	\$2,000.00 ✓	30	1	1	1	0	0	3
news								
M-F 6p-6:30p	\$3,200.00 ✓	30	1	1	1	0	0	2
news								
M-F 7p-7:30p	\$4,500.00	30	1	1	0	0	0	2
wheel								

4400

+2200

Sobhani DC

Date: 9/24/201

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Media: TV
Product: N/A
Primary Demo: Adults 35+

Flight Start Date: 9/26/2012
Flight End Date: 9/30/2012

Vendor: WJLA

Bill To:

Affiliation: ABC

Phone:
Fax:

Daypart	COST	Days	Wed	Thu	Fri	Sat	Sun	Total
		Dur	9/26	9/27	9/28	9/29	9/30	Spots

Washington, DC Oct12 Proj. (Oct11 HUT, May12 SHR) DMA Nielsen Live Only

WJLA-TV

M-F 7:30p-8p	\$5,000.00 +400	30	✓	✓	0	0	0	2
jeopardy								
M 8p-10p	\$18,000.00	30	0	0	0	0	0	0
dance with stars								
Th 10p-11p	\$6,000.00	30	0	0	0	0	0	0
Scandal premiere								
Su 7p-8p	\$4,000.00	30	0	0	0	0	0	0
once upon a time								
M-F 6:27p-6:30p	\$8,000.00	30	0	0	0	0	0	0
world news								
Sa 8p-11:30p	\$7,500.00	30	0	0	0	0	0	0
NCAAF: WISC @ NEB								
M-F 11p-11:35p	\$3,600.00 +800	30	✓	✓	0	0	0	2
late news								
Su 11p-12:05a	\$200.00 800	30	0	0	0	0	✓	1
news								
Total Spots:			6	6	2	0	1	15

Total Cost: \$44,100.00
Total SEP 12 \$44,100.00

\$1300 credit

15